



CONFIDENTIAL

VIA FEDERAL EXPRESS
(Phone: (603) 271-3658)

August 31, 2007

The Honorable Kelly A. Ayotte
Office of the Attorney General
33 Capitol Street
Concord, NH 03301

Dear Attorney General Ayotte:

AW Direct, Inc. is a direct marketing company that sells general towing and work truck equipment and accessories to businesses in the auto service, utilities, government, and construction markets. We recently became aware that there may have been unauthorized access to portions of the AW Direct website that included customer orders. The orders contained first and last names, addresses and credit card information associated with our business customers.

On Monday, August 27, we began notifying all affected customers, including the one customer with a New Hampshire business address. We have attached a copy of the customer notification letter.

To assist our customers with monitoring their credit activity, AW Direct has offered to reimburse them for the cost of a one-year CreditInsure Subscription from Experian SmartBusiness Reports. This is a credit monitoring program that can help detect early signs of business identity theft.

Furthermore, in response to this situation, AW Direct has taken steps to enhance its website security and the ability to monitor and detect unauthorized access attempts. We will continue with our investigation into this matter and our ongoing commitment to provide a trusted and secure website for our customers. We deeply regret this incident and will cooperate with your office to address the issue.

Should you have any questions, please contact me directly at 860-829-4549.

Sincerely,



Greg Harper
VP AW Direct

Enclosure



August 30, 2007

Jeffs Auto
36 Mc Coy Court
Campton, NH 03223

Dear Jeff Hebda

As a follow up to my call yesterday, we recently became aware that there may have been unauthorized access to portions of the AW Direct website that included your recently placed order. The order contained your name, address and credit card information.

In view of these events, we recommend that you take precautionary measures as follows:

- Contact the issuer and cancel the credit card;
- Contact the major credit bureaus to place a fraud alert on your credit reports:
 - Equifax – www.equifax.com or 1-800-525-6285
 - Experian – www.experian.com or 1-888-397-3742
 - TransUnionCorp – www.transunion.com or 1-800-680-7289
- Review your recent credit activity for unauthorized charges or accounts;
- Monitor all of your accounts over the next 12 to 24 months and take action should any unauthorized activity appear on your credit report.

To assist you with this effort, AW Direct will reimburse you for the cost of a one-year CreditInsure Subscription from Experian SmartBusiness Reports for your business. This is a credit monitoring program that can help you detect early signs of business identity theft. For more information about and to register for the service, please visit www.smartbusinessreports.com. Should you have any questions about using the service, you can contact the SmartBusiness Reports help desk directly at 800-303-1640. If you elect to register for the service, please submit your payment receipts to my attention for reimbursement.

The Federal Trade Commission is another resource for additional information. The FTC identity theft information is available at www.ftc.gov.

In response to this situation, AW Direct has taken steps to enhance its website security and the ability to monitor and detect unauthorized access attempts. We



will continue with our investigation into this matter and our ongoing commitment to provide a trusted and secure website for our customers. We deeply regret this incident and will cooperate with you to address the issue. Should you have any questions, please contact me directly at 1-860-829-4546.

Sincerely,

A handwritten signature in black ink that reads 'Michele Smedberg'. The signature is written in a cursive, flowing style.

Michele Smedberg
Customer Service Manager
AW Direct